



Purpose of Overlay

Protect public's recent investment in Benbrook Boulevard (U.S. Highway 377)

- \$23.7 million infrastructure to reconstruct and widen roadway
- \$3.7 million for utility relocation, landscaping and beautification
- \$1.4 million EDC funds spent on development incentives/projects

Promote Quality Development

Enhance Visual Appearance of Corridor

Protect Property Values

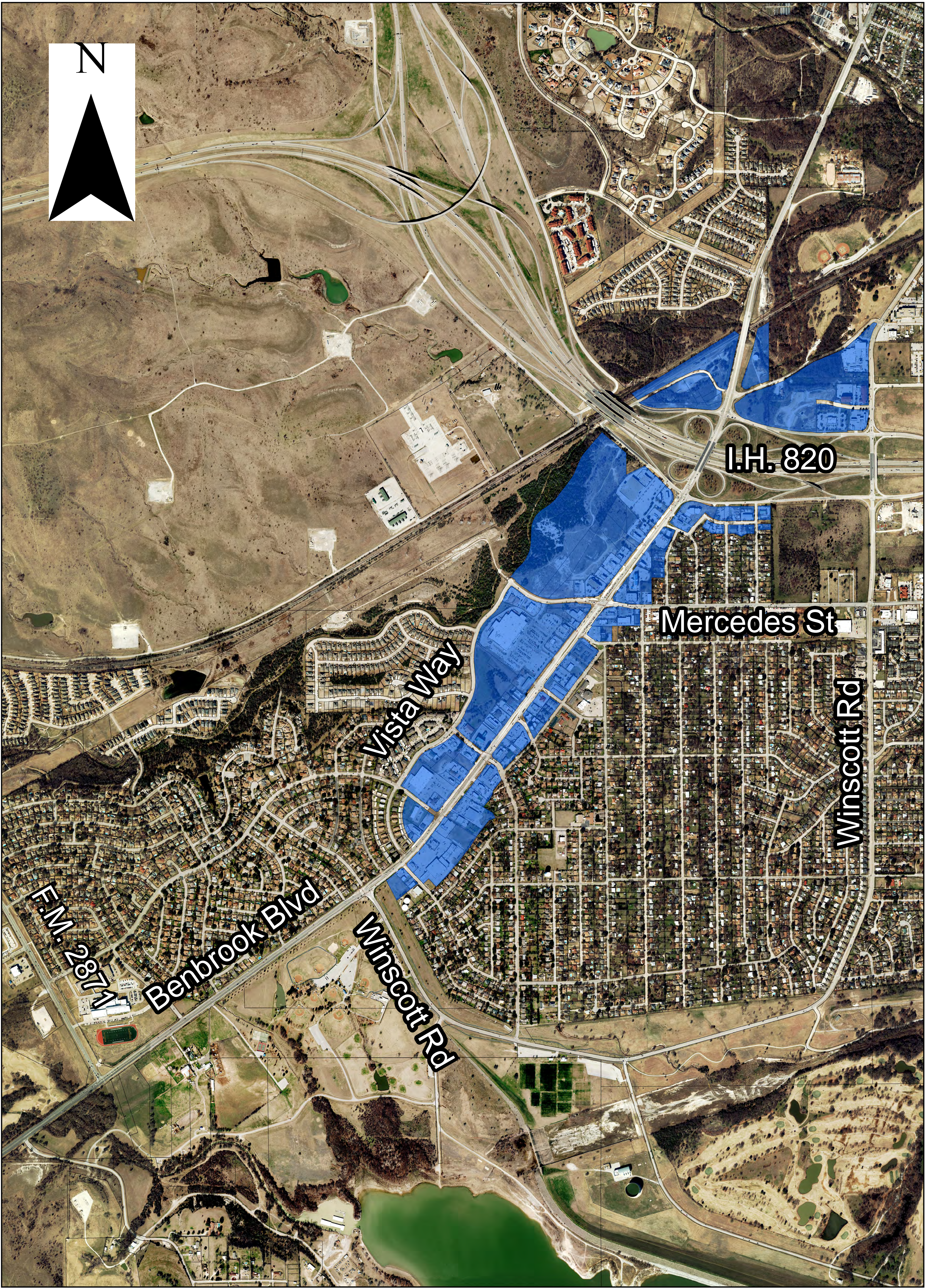
Establish Property Maintenance Standards

Work w/ Businesses to codify existing Non-Conformities

Future Calendar of Events

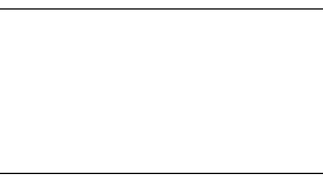
March 29, 2018 – Planning & Zoning Commission Public Hearing – City Hall – 7:30 PM

April 19, 2018 – City Council Public Hearing – City Hall – 7:30 PM



Proposed Benbrook Blvd Corridor Overlay

Legend

-  Corridor Overlay
-  Parcels

Land Use

Proposed Prohibited Primary Uses	
<ul style="list-style-type: none"> • Auto Sales (new or used) • Auto/Truck Rental • Bail Bond Business • Body Piercing Parlor • Contractor Shop • Donation Boxes • Head Shop (drug paraphernalia) • Hookah Lounge • Major Auto Repair • Kiosk Business • Pawn Shop 	<ul style="list-style-type: none"> • Payday Lenders/Check Cashing/Car Title Loan Businesses • Recreational Vehicle Sales, Parking or Storage • Self-Storage Warehouse • Sexually Oriented Businesses • Tattoo Parlor • Truck/Heavy Equipment Sales or Leasing • Truck/Heavy Equipment Parking or Storage • Truck Stop • Tobacco Store • Vapor Store

Proposed Conditional Primary Uses	
<ul style="list-style-type: none"> • Antique Store • Consignment Shop • Minor Auto Service/Repair • * Outdoor Display 	<ul style="list-style-type: none"> • * Outdoor Storage • Reoccurring Seasonal Sales • Secondhand Shop • Thrift Store

* In excess of permitted outdoor display or storage standards

Outdoor Storage

Proposed Outdoor Storage Permitted By Right

- Permitted on up to 10% of property or 10,000sqft (whichever less)
- Permitted in rear & side yards only
- Must be screened by 8 ft. masonry wall

Proposed Outdoor Storage Permitted w/CUP

- Any deviations from above standards
- Planning & Zoning Commission approval required



Current Regulations

- Stored materials are not permitted in the front parking lot
- Stored materials must be screened from view
- Stored materials must be screened by a minimum 8 ft. tall masonry wall

Outdoor Display

Proposed Outdoor Display Permitted By Right

- Permitted along primary building façade
 - up to a maximum depth of 5ft.
 - up to a maximum length of 15% or 30 ft. (whichever is less)

AND/OR

- Outdoor display integral with building
 - maximum of 5% of retail floor area
 - 3ft. wall w/5ft. tubular steel fence

Proposed Outdoor Display Permitted w/CUP

- Any deviations from above standards
- Planning & Zoning Commission approval required



Current Regulations

- Required to be screened from view, but not enforced
- 8 ft. masonry wall or 3ft. wall w/5ft. tubular steel fence
- Not permitted in front parking lot

Temporary/Seasonal Events

Proposed Temporary/Seasonal Event Regulation

- Temporary Event
 - 90 days maximum per 12 month period
 - 3 events maximum per 12 month period
 - 30 days up/30 days down
- Reoccurring Seasonal Event
 - Conditional Use Permit (CUP) required
 - Planning & Zoning Commission approval required

Temporary Events



Reoccurring Seasonal Events



Current Temporary Use Regulations

- Seasonal – 150 days (portable, banner, pendent, flag, etc.)
- Special Events – 30 days (grand opening, going out of business, etc.)

Kiosk Business

Proposed Kiosk Business Regulation

- Prohibit placement of primary self-serve Kiosk Businesses (w/out on-site attendant) in Corridor
- Require primary Kiosk Businesses (w/on-site attendant) to meet all minimum architectural and development standards



Current Regulations

- No specific standards in place
- Accessory Kiosk Permissible (e.g. ATM machine on bank property)

Donation Boxes

Proposed Donation Box Regulation

- Prohibit placement of donation boxes in corridor
- All existing donation boxes must be removed



Current Regulations

- No specific standards in place

Architectural Standards

Proposed Architectural Standards Regulation

- Require new structures less than 5,000sqft to meet the same architectural standards as larger structures
- Horizontal and Vertical Articulation
- Additional Architectural Features and Details



Current Regulations

- Facades Materials: masonry and glazing
- Max 20% EIFS; located 10ft above grade
- Exterior materials of an accessory structure: similar to the primary structure
- Colors: Neutral or earth tones; max 25% for logo colors; max 10% accent colors
- Ground-mounted Equipment: Screened from view with masonry construction similar to the primary structure.
- Roof-mounted equipment; Screened from view at ground level from adjacent properties and public ROW; the screening shall be the height of the highest element of roof-mounted equipment.

Property Maintenance Code

Adopt Maintenance Standards

- Adopt new regulations that require all existing and new businesses to maintain the exterior appearance of the property
- Regulations to include:
 - Grounds and landscaping shall be kept in a neat, clean and orderly fashion
 - All sidewalks, parking lots, drive aisles shall be kept in good repair
 - Signage, buildings and other structures shall be kept in good repair



Current Regulations

- Limited property maintenance standards

Sign Type Regulations

Permitted Sign

- Monument Signs
- Wall/Window Signs
- Directional signs
- Unified Commercial Sign (Multi-Tenant Signs)
 - Off premises signs advertising businesses within the Unified Development

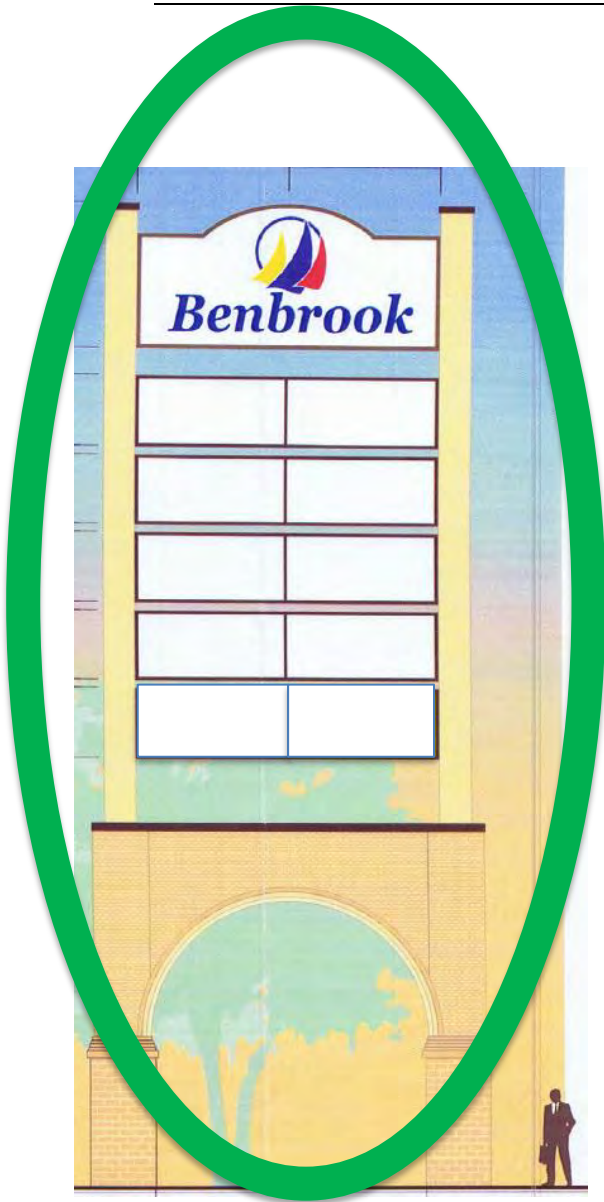
Prohibited Sign

- Pole Signs
- Off-Premises Advertisement
- Pylon Signs
- Permanent Wall Banner Signs
- Other signs prohibited by Chapter 17.92
- Temporary Signs
 - Exceptions:
 - Seasonal/Special events
 - Exempt signs

Seasonal/Temporary Event Signs

- Seasonal/Special Events
 - 30 days (max) per event
 - 30 days (min) between events
 - 3 events (max) per year

Freestanding Signs



Non-Conforming Signs

What is a legal non-conforming sign?

Any legally permitted sign that does not meet the current sign regulations.

Can I make changes to a non-conforming sign?

While the sign may be maintained, no alterations to the construction or message.

What counts as a “sign alteration”?

Any change or copy, sign face, color size, shape, illumination, position, location, construction or supporting structure of any sign.

Any sign that rebuilt, relocated, modified, enlarged, extended, or altered other than by normal maintenance shall be required to conform to the current sign regulations.

What options do I have?

The Zoning Board of Adjustment may authorize the alteration of a non-conforming sign provided that the alteration does not increase the degree of non-conformity and that the long-term goal of bringing signs into compliance is achieved.